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Focus on resumes: A guide to  
marketing yourself





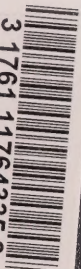


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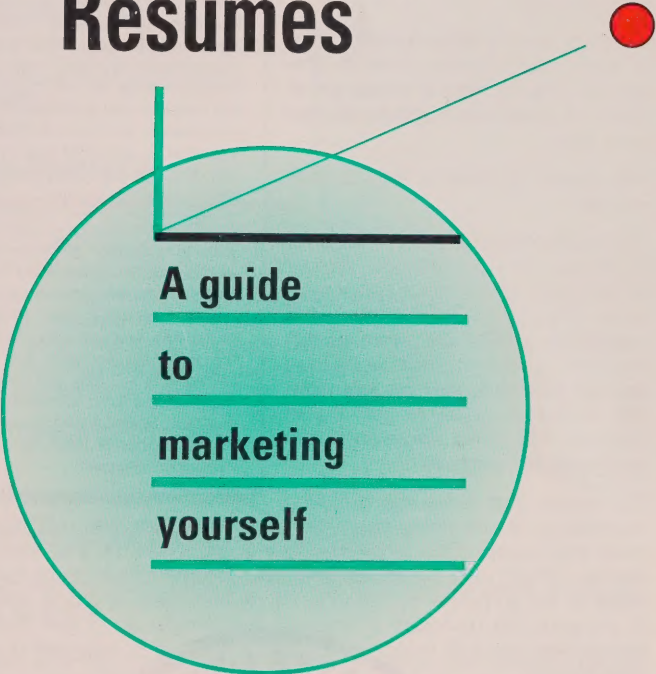
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# Focus on Resumés



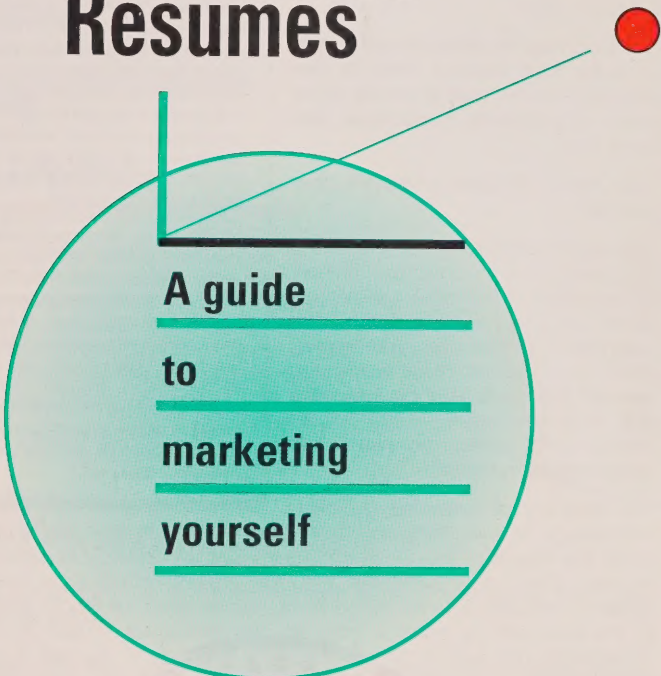
**A guide  
to  
marketing  
yourself**



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DEVELOPMENT CANADA

# Focus on Resumés



**A guide  
to  
marketing  
yourself**





# Focus on Resumés

**No jobs out there? Job search going nowhere?** And it's not as if you haven't tried. You paid more than \$100 to have a resumé service do your resumé and it contains everything you've ever done in your whole life—dates, positions, supervisors, salary—everything. You have fired off copies to zillions of prospective employers. You check the papers faithfully and whenever you see an interesting job posting, you fax, courier, or hand-deliver your resumé immediately so that you'll be on the top of the pile. You've made your resumé eye-catching by having it produced on bright blue paper. You feel that you've done everything you can.

**But have you?**

**No. What you've done is waste a lot of time and money and in the process, you've shot a whole lot of holes in whatever confidence you once had.**

**Take heart. It's time to rethink your resumé.**

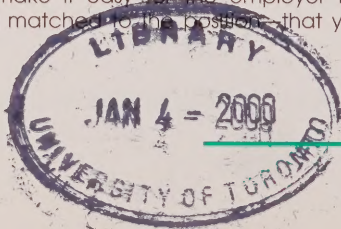
Your resumé has literally only seconds to make an impression. Almost immediately, it will either get tossed aside or put in the *"Hmm, this candidate should be interviewed"* pile. So a resumé that works is **a resumé that gets you an interview**. And a resumé is likely to get you an interview if it **shows how you fit into an employer's picture**.

This means that a resumé is NOT a chronology of everything you have ever done. Resumés are about how you can meet the needs of the employer, how you can do the job, solve problems, save money, attract new customers, etc. Your resumé should show how you can be of **value** to the employer by telling what you've done, and how well you have done it. It's your job to make it easy for the employer to see that your skills and experience are well matched to the position—that you are a candidate worth interviewing.

The main thing an employer wants to know is "what you can do for me." Think about this...

You have a degree in sociology, you've been unemployed for eight months, and you're desperate for work. You apply for a job in a donut shop and don't even get an interview! Why not? After all, your application highlighted the fact that you got straight A's in your classes at university, that you're hoping for a career in social work, and that you're willing to work at any kind of job. But is this what the Donut Manager is looking for?

No. What the Manager wants is a team player with a positive attitude—someone who's enthusiastic, concerned about customer service, dependable, punctual, able to work under pressure, and willing to pitch in anywhere, like sweeping the floor or cleaning the toilet. Now maybe you have all of these characteristics, but did your resumé indicate that? Did it say something like *"seeking a position where I can contribute my positive cheerful attitude and my concern for quality customer service?"*



# This Brochure Will Help You Make Your Resumé:

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- **Targeted**, showing a clear connection between YOU and the position.
- **Value-oriented**, showing how your experience can benefit the employer.
- **Reflect knowledge** of the employer's industry or business.
- **Communicate enthusiasm, ability and competence.**
- **Memorable.**
- **Eye-catching.**
- **Organized and easy to read.**
- **Short**—no more than one or two pages.
- **Error free**—grammar and punctuation perfect. **Perfect!**

## Create Your Portfolio

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Start a portfolio—a notebook or computer file that will contain all the information you need to build resumé. Understand that you will not use everything on every resumé but it is extremely useful to have all the right information in one place. Your portfolio will grow and change as you add new things. Update your portfolio regularly.

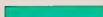
There are 4 steps to creating your portfolio.

### Step 1: Just the Facts

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Make a list of information, using the following headings:

- **Name:** Use a consistent form. If you call yourself Ted. E. Smith, great. If you are Edward Smith, stick to it.
- **Address:** Make sure the details of your postal address are correct—postal code, apartment number, St. or Street, Ave. or Avenue, etc. Note your e-mail address if you have one.



- **Telephone:** List all your numbers (voice, fax, cellular) as well as the area code. If you don't have a telephone answering system, include a number where messages can be left.
- **Education:** List High School, College, University, Degrees or Diplomas granted (or year expected), with the cities, provinces, years attended, years of graduation. Itemize all courses taken. It's amazing how useful it can be to mention that you completed relevant courses. Include any scholarships, and academic, athletic, or other awards you may have won along with the year.
- **Special Training, Workshops, Seminars, Courses, Professional Development:** List all the extra courses you completed—workshops, seminars, night or summer courses, special interest courses. Whether it's flower arranging, cabinetmaking, a weekend workshop on family violence, WHMIS, First Aid, CPR, Babysitting, etc., write it down. Include the proper and complete name of the course, where and when you took it, and whether or not a certificate was granted.
- **Trades Certificates and Licences:** List the proper name of the Licence or Certificate, the institution which granted the licence (no abbreviations), the year you achieved it and the date of any renewals.
- **Professional Memberships:** Write down memberships in professional organizations (the full name as well as any acronyms or abbreviations).
- **Awards and Achievements:** Include any special awards or achievements from work, school or community activities.
- **Employment History:** Make a list of everything. Include Employer, Address, Position, the years or months you worked there, your job title, a brief description of your duties and responsibilities, and note any special projects or initiatives.
- **Volunteer Work or Community Service:** List names of organizations, the years you were involved, any elected position you may have held, and a brief description of your duties and responsibilities.
- **References:** Think carefully about appropriate references. Record their proper name, title or position, company, address, telephone and fax number. Make sure these numbers are current and accurate. Look for more on references later in this publication.
- **Hobbies and interests:** Note all your spare-time activities—all the things you like to do because you just like to do them.







## **Step 2: Get to Know Yourself**

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The focus of this brochure is on resumé's. However, this publication presumes that you have spent some serious time thinking about yourself—what you *can* do, *love* to do, *hate* to do, *want* to do. Do you prefer to work alone or in a group? Are you a hands-on person? Do you like serving people? Are you a caregiver? A supervisor? A leader? A follower? There are many available resources to help you with this self-analysis and a lot of material is available through the Internet. It's an important step.



# **Create Your Portfolio**

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## **Step 3: Identify Transferable Skills**

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Check out the employment ads in the paper, any paper, even the big display ads for highly paid executives. You will see that again and again companies are looking for qualities like teamwork, flexibility, interpersonal skills, oral and written communication, problem-solving ability, initiative, creativity, self-starter, as well as specific academic and technical requirements.

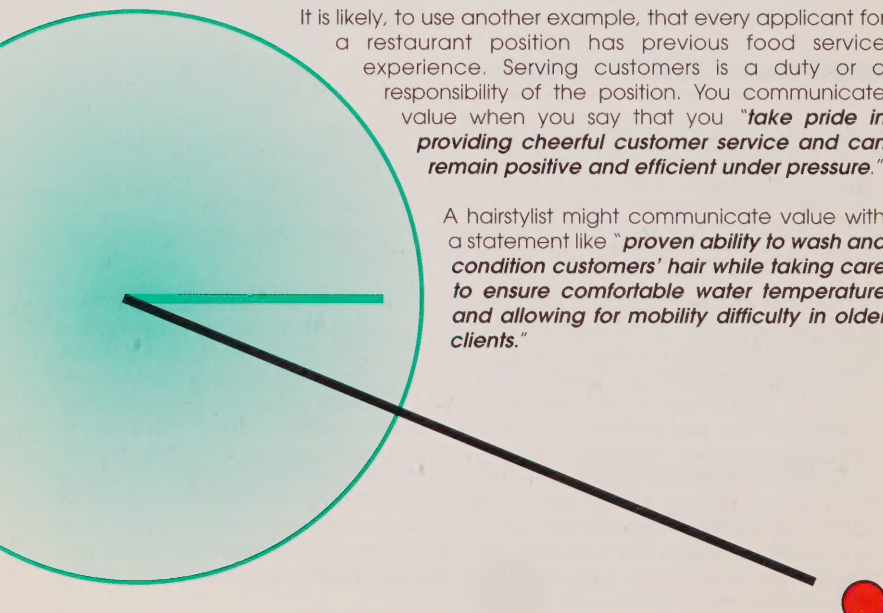
Transferable skills are those skills which you can take from one job to another even when the jobs seem to be quite different and apparently unrelated. For example, let's suppose that you worked as a gas jockey, a waiter, and a sales clerk. In each of those positions you had different duties and responsibilities. But the chances are there are many skills in common across the different jobs. For example, your transferable skills may include strong oral and written communication, willingness to participate as part of a team, concern about providing good customer service, capacity to quickly learn new systems and procedures, ability to maintain a cheerful and positive attitude, willingness to work under pressure, flexibility and ability to adapt to changing priorities in the workplace. Go through your portfolio, and pull out your transferable skills. That is, look for skills, knowledge and abilities that carried you through your different jobs. Make a detailed list supported by examples from your job history.

## Step 4: Think in Terms of Value

To think of something in terms of value means to see it as **how good it is**. To look at what you've done (paid or unpaid) in terms of value means to see it as **how well you did it**. And when your resumé describes yourself in terms of value, you're showing employers how you can be of benefit to them.

Study each of your jobs, volunteer activities and hobbies and write down the value you added—that is how well you did everything. This is important because when you put together a resumé, you're going to go beyond a simple listing of duties and responsibilities to a set of statements about value.

For example, the duties for a secretarial position would obviously include keyboarding and filing. Every applicant for this position, and there may be hundreds, will have this experience. But if you say that you can **type 80 words a minute and consistently produce error-free documents while meeting tight deadlines**—or that you **redesigned the filing system such that time spent filing and retrieving documents was reduced by 15%**, or that you have **a cheerful and courteous telephone manner and can remain pleasant and helpful while managing a six line telephone system**, this speaks to your ability to create value for an employer.

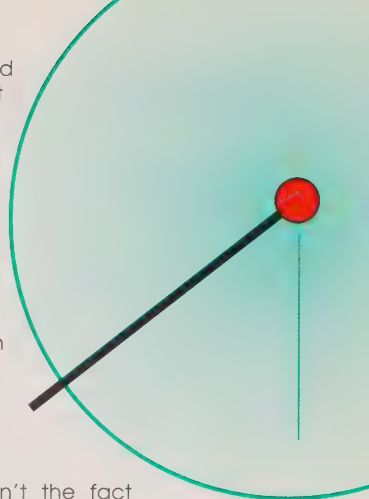


It is likely, to use another example, that every applicant for a restaurant position has previous food service experience. Serving customers is a duty or a responsibility of the position. You communicate value when you say that you **"take pride in providing cheerful customer service and can remain positive and efficient under pressure."**

A hairstylist might communicate value with a statement like **"proven ability to wash and condition customers' hair while taking care to ensure comfortable water temperature and allowing for mobility difficulty in older clients."**



Don't overlook anything. Think about what you did well, did differently, or more efficiently, that resulted in saving time, saving money, improving morale, expanding markets, creating or improving a product or process, reducing expenses, caring for customers. Don't be modest. This is not the time to undersell yourself. At the same time, don't lie. Your resumé should make you look good, of course, but it must be truthful. What you want are specific examples. If you can attach them to a measurable result, so much the better. Go back over all the information in your portfolio and think in terms of value.



Be specific.

Use numbers whenever you can.

- Managed a staff of 6 and increased productivity by 17%.
- Spearheaded a \$150,000 project to overhaul computer systems, resulting in doubled efficiency in inventory and cost control.
- Installed electrical outlets in a 16 house subdivision on time and within budget.
- Provided maintenance on 10 production machines and reduced downtime by 25%.

• Doesn't the fact that you have played in a pick up hockey league for the past ten years suggest that you are **a team player, punctual, willing to practise hard, and always prepared to play the game?**

• Doesn't the fact that you've worked in the Church Women's group for the past twenty years suggest that you are able to **work with volunteers, define and set objectives, prioritize tasks, and participate in successful fundraising initiatives?**

• Doesn't the fact that your hobby is needlepoint confirm that you are able to stick to the task, work unsupervised, and take pride in creating something perfect? Couldn't your resumé accurately say that you "**take pride in precise workmanship that consistently results in a quality product?**"

This is the single most important section of your resumé. Take your time with it. Remember that an employer is interested in what you can do for the accounting department, or the warehouse, or the nursing staff. Therefore, you want to clearly present your skills in terms of the employer's needs.

# CREATING VALUE-ORIENTED STATEMENTS

- gives an employer a chance to see what you can do.
- indicates "I am proud of what I can do."

| CHOOSE A KEY ACTION WORD | DESCRIBE WHAT YOU DID                               | WHAT VALUE WAS CREATED BECAUSE OF WHAT YOU DID?                            |
|--------------------------|---|--|
| Developed                | a policy manual                                     | which reduced training time and ensured consistency in customer relations. |
| Operated                 | equipment including fork lift, bobcat, and chainsaw | adhering to all safety procedures and maintaining an accident-free record. |
| Monitored                | 14 weaving looms                                    | and reduced machine downtime by 14%.                                       |
| Created                  | new forms to match receipts with purchase orders    | which significantly improved efficiency in the warehouse.                  |

## USE KEY ACTION WORDS

### TO CREATE VALUE-ORIENTED STATEMENTS

achieved  
 administered  
 advised  
 analysed  
 arranged  
 assisted  
 attained  
 balanced  
 budgeted  
 built  
 catalogued  
 chaired  
 compiled  
 composed  
 conducted  
 constructed  
 delegated  
 designed  
 devised  
 directed

edited  
 established  
 expanded  
 facilitated  
 generated  
 identified  
 illustrated  
 implemented  
 improved  
 increased  
 initiated  
 integrated  
 launched  
 maintained  
 managed  
 marketed  
 negotiated  
 organized  
 planned  
 produced

promoted  
 provided  
 published  
 recruited  
 reorganized  
 represented  
 researched  
 restored  
 reviewed  
 revised  
 scheduled  
 shaped  
 solved  
 streamlined  
 summarized  
 supervised  
 taught  
 trained  
 upgraded  
 wrote



# Build A Targeted Resumé

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Now that you've got your raw material collected and written down, it's time to work on key components of your new resumé: an objective, a profile, and a format.

Too many job seekers make the mistake of saying something like: "***Dear Employer, I have enclosed my resumé and I would ask that you consider me for any position you think appropriate.***" This is a HUGE mistake. It ensures that your resumé goes immediately into the garbage. And so it should. If you can't be bothered figuring out what you have to offer an employer, then don't expect them to figure out why they should hire you and where they should put you. This is especially true when you are submitting applications to large companies. Think for a minute. In any large organization—company, store, factory, mill, hospital—there are positions in public relations, communications, marketing, food services, management, janitorial, production, maintenance, shipping and receiving, engineering, security, quality control, etc. Where do you fit? This section explains how to target your resumé.

## Define An Objective

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Your resumé should always have an objective—a short, two or three line summary that, right off the top, ties you to the position. An objective is like the hook on which the whole resumé is hung. If you are pursuing a particular job the objective will be pretty clear. However, if you are preparing a resumé for a more wide-ranging job search, at least focus your objective on a specific field—retail sales, shipping and receiving, child care, office administration, food service management, etc. You may have several objectives and that's OK. You CANNOT have one resumé that will be suitable for all applications.

Review the job description. Highlight the skills and qualifications the position requires. Underline all the adjectives. Write an objective that is matched to the job opportunity or to the specific type of position where you are confident you can make a contribution.

Here are some sample objectives:

### **for a teaching position...**

A position that permits me to make the most of a passion for teaching, a strong interest in young people, the capacity to balance the concerns of staff, students and Boards of Education, and the flexibility required to respond to the changing needs of education.



**for a youth worker position...**

To obtain a position with an organization devoted to youth issues, an environment that will permit me to use my skills and experience in raising awareness and involving young people in all aspects of the community.

**for an electronics technician position...**

To obtain a hands-on electronics technician position in an industrial environment where I can contribute my trouble-shooting and problem-solving skills as well as my experience in welding and quality control.

**for an event management or convention coordination position...**

To obtain a position in event management or convention coordination where I can contribute my positive team attitude, my enthusiasm, and my ability to manage multiple tasks with unfailing attention to detail.

**for a project management position...**

A project management position where I can contribute my flair for organization as well as my strong communication, interpersonal, and business skills.

# Target Your Resume





# Create a Profile or Summary

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Many people include a short paragraph, often called a Profile or Summary, which highlights their key skills and experience. The paragraph is designed to catch the employer's attention and focus in on the body of the resumé. It might look like this:

## example 1

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I am a **positive, proactive** person with a solid **background in property management**. I successfully operated a 25-site tent and trailer park that included cottages and associated equipment. The operation expanded each year and after four years the resort was booked to capacity during the high season. For several years I was also the owner and superintendent of a six-unit apartment building in the Village of Green Oaks. The viability of these properties depended on my **interpersonal and management skills** as well as on meticulous attention to **maintenance**, the **ability to respond to customers**, and my commitment to creating a **safe, secure, and pleasant environment** for my clients.

## example 2

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A Certified Engineering Technician (CET) since 1995, I am a dedicated **team player** with extensive work experience in the field of **electronics and electricity**. My particular expertise is **electrical maintenance**. My ten years in the Canadian Forces has provided me with valuable training and relevant work experience. I am:

- a **proven leader** with experience in training and motivating colleagues;
- **flexible, adaptable** and able to **respond efficiently to shifting priorities**;
- **cheerful, positive** and possess a **strong work ethic**;
- able to **face new challenges with enthusiasm**;
- consistently able to **organize, schedule and manage assignments**.

## example 3

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I am a **positive** person with a solid **background in home support**, a proven track record of **punctual, dependable service**, and a reputation for **customer satisfaction**. My work style is not to take over but to become **my clients' arms and legs**. I work hard to help clients remain as independent and as active a participant as possible in their personal and domestic affairs.

A resumé must include: name, address, telephone, relevant education and training, work experience, licences and accreditations, memberships in professional associations, and may include volunteer work, community service, awards, and scholarships. Resumés typically do not include: **age, social insurance number, political or religious affiliation, references, salary expectations, marital status, reasons for leaving last job, hobbies or interests, health, availability.**

## Select a Resumé Format

There are several different resumé formats. Each type is best for different situations. Choose the format which best suits you, your job history, and your combination of skills and experience.

### Chronological

Most people are familiar with the Chronological format, which is characterized by education and employment history listed in order, starting with the most recent and working backward. Although this format is the most common one, there are a lot of disadvantages. There is often too much emphasis on the company and dates of employment, and therefore less emphasis on YOU. There is also a certain repetitiveness about responsibilities and duties. However, if you've had a fairly uninterrupted employment history in the same field, have steadily advanced up the career ladder, and are interested in employment in the same field, this may be the best format for you.

#### JULIANNE LORANGER

123 BIRCH DR., DARTMOUTH, NS B0J 1Y0

902-123-4567

#### OBJECTIVE

• **positive attitude**  
• **organizational skills**  
• **leadership ability**

#### PROFILE

• **problem-solving**  
• **team player**

#### EDUCATION

1993, B.A (Math)  
McGill University, Montreal, P.Q.

1989, Graduate, (with honours)  
St. Michael's High School, Halifax, N.S.

#### EMPLOYMENT HISTORY

1996-present, Employer XYZ, Halifax, NS  
• **created and implemented**  
• **monitored and maintained**  
• **provided excellent**

1993-1996, Employer DEF, Halifax, NS  
• **initiated**  
• **developed**

1992 (summer) Employer ABC, Halifax, NS  
• **organized**

## ORLAN FELS

123 MAPLE DR., REGINA, SK S0J 1P7

306-123-4567

### OBJECTIVE

As an individual with a strong background in **positive attitude** and **organizational skills**, and a strong background in **leadership ability**.

### PROFILE

As an individual with a strong background in **positive attitude** and **organizational skills**, and a strong background in **leadership ability**.

### SKILLS & EXPERIENCE

#### PROJECT MANAGEMENT

- created and implemented a project management system
- monitored and maintained a project management system
- provided excellent customer service and support
- evaluated and implemented new systems and procedures

#### FACILITATION AND TRAINING

- initiated and directed a training program for new employees
- developed training materials and presentations

#### COMMUNICATIONS

- organized and directed a communication program
- wrote and edited a newsletter and other communications
- designed presentations and reports

### EDUCATION

1978, MSW (Counseling)  
Simon Fraser University

## Functional

The Functional resumé groups your skills and employment under certain headings—for example project management, finance, communications, administration. This format is useful if you have a chequered job history—that is, you have changed jobs a lot or have been in and out of the workforce, or do not possess perfect job-related experience. The Functional resumé allows you to draw on all past experiences and skills and removes the emphasis on employers, positions and dates.

## Combination

The Combination format, a mixture of Functional and Chronological formats, is probably the most useful and flexible resumé format. It lets you consolidate your skills and experience, cover gaps in your job history, and lends itself more easily to targeting your resumé to a specific employer or position.

## B.J. REDOSO

123 OAK DR., MISSION, BC V0J 1P7

604-123-4567

### OBJECTIVE

As an individual with a strong background in **positive attitude** and **organizational skills**, and a strong background in **leadership ability**.

### SKILLS & EXPERIENCE

I am a **positive, pro-active person** with **strong organizational skills** and **leadership ability**. My skills and experience include:

- proven ability to handle a variety of tasks
- demonstrated capacity to work under pressure
- strong oral and written communication skills
- proficiency in a variety of computer applications
- ability to work independently and as part of a team
- demonstrated capacity to meet deadlines

### WORK HISTORY

Automotive Supervisor, Canadian Tire, Weston, BC, 1992-present  
Parts Clerk, Canadian Tire, Weston, BC, 1992-1994  
Sales Associate, Duncan Vacuum Co., Churchill, MB, 1990  
Server, Chicken Delite, Strathcona, MB, 1985

### EDUCATION & TRAINING

ISO 9000 Certification, St. John Falls, BC, 1996  
WHMIS Certification, St. John Falls, BC, 1993  
Restoring Antique Cars, Massiqua Institute, Fox Run, MB, 1990  
Automotive Technology Diploma, Churchill College, MB, 1989  
Grade 12 Diploma, Perry Run H.S., Dauphin, MB 1985



# Make Your Resumé Stand Out

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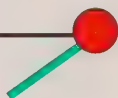
Try this test. Gather a bunch of resumé from friends and relatives. It doesn't matter whether they are from 18 year old friends with limited work experience or from graduate engineers who have been building bridges for decades. Put all the resumé on a table and look at them. Ignore content. Which ones stand out? Which are most inviting? Which do you want to pick up and read? Chances are the ones that look inviting have most or all of the following characteristics:

## Well Organized

Sections should be laid out in a logical order, and have clear headings. Put your name on every page and number the pages. Typically, education is put up front. But if you are 40 years old and didn't complete high school, don't put education first. Instead, emphasize your skills and experience. Place your education information in a section called Education and Training, where your Grade 11 education 25 years ago comes at the end of a list of achievements that may include licences, special trades certification, first aid training, and ISO 9000 qualifications. If you have recent college or university education, you probably would put education first. If you graduated from university 10 years ago, maybe your resumé should kick off with your skills and recent work experience.

Use your common sense and make decisions which are appropriate for the fit between you and the position. Just make sure that the resumé scans quickly and that the highlights jump right off the page. Make sure the focus is on YOU and not on the employer, or, even worse, on the dates. Look at the following example:

|                           |  |
|---------------------------|--|
| <b>Supervisor</b>         | Acme Widget,<br>St. Anthony, NB 1987-1992  |
| is far more powerful than |  |
| <b>1987-1992</b>          | Acme Widget, St. Anthony, NB<br>Supervisor |



## Eye-catching

Eye-catching does not mean brightly coloured paper, or an unusual shape and size. It does mean that the resumé has a strong visual appeal through layout, design, orderly presentation of information, appropriate type size and style and amount of white space. Use good quality paper—white, off-white, cream, beige or grey—no clouds, granite or marble. Resumé often need to be photocopied and filed so make it easy for the employer—use 8.5" x 11" paper. A resumé should be no more than one or two pages. Do not staple. If you are doing a one page resumé, make it fill the page. If you are doing a two page resumé, make it fill the pages. A page and a half looks as if you ran out of gas. There are many ways to compress or extend your resumé—by using more or less white space, larger or smaller type size, wider or narrower margins, stronger indents.

## Language

Use powerful language and short sentences or point form. Action words are very effective. Instead of *I did* or *I am* or *I worked* use verbs like **developed, managed, created, implemented, coordinated, initiated, designed**, etc.

## Make it Perfect

Your resumé must be absolutely free of errors. The grammar and punctuation must be perfect. Proofread. Proofread again. Get someone else to proofread. Let it sit for a day or two and then proofread it again. Do not rely on spellcheck. Spellcheck can't distinguish between **of** and **off**, **there** and **their**, or **to** and **too**. Do not use correcting fluid—not even one teeny dab. Retype and reprint if necessary.

## Fonts and Sizes

Use no more than two fonts. Avoid fancy fonts. Use a balance of bold and plain styles. Do not use underlines or boxes. Don't rely on extreme font sizes for emphasis. Create impact through use of space, design, and bolding.

## Check it Out

Put the resumé on the floor and have a look at it. Squint your eyes. Is it eye-catching? Does everything fit nicely on the page? Is the type spaced well (not too scrunched, not too busy)? Are there wide margins? Get some objective friends to look at your resumé. Watch them when they look at it. Are they really looking? Are they really reading it? Are they impressed?

# Prepare Your References

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Don't include references on your resumé. Insert the statement "References available on request" in your resumé. That way, your references won't be called out of the blue before you have a chance to brief them. Prepare a separate references page (on the same paper as your resumé) which you can give an employer when references are requested.

Be sure to ask permission from your references before you include them on any list, and always inform them about any jobs you are seriously pursuing. Supply your references with a copy of your resumé.

Coach your references. Tell your references that if such and such a company calls, you would appreciate it if they could comment on the key skills that are relevant to the position—it may be your skills in communication, design, creative management, problem-solving, etc.

# Target Your Cover Letter

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A resumé NEVER goes in without a targeted cover letter. The cover letter is your sales pitch. Many employers place more stock in a cover letter than in a resumé. Write the cover letter on the same paper as your resumé. Make it no more than one page—three or four paragraphs.

Use the cover letter to tie yourself to the position and to catch the reader's interest. The cover letter should be enthusiastic and positive, should convey knowledge of the company, the business, the nature of the position and should present you as a perfect fit for the position.

The cover letter is always addressed to a specific person. If the newspaper ad advises you to fax your resumé to the HR director at such and such a number, phone the company and get the name of the HR director. Ensure that the name is spelled correctly. For example, a name like Smith might be Smith, Smithe, Smyth, or

Smythe. Women should be addressed as Ms. unless you are specifically directed otherwise. This is non-negotiable.

Dear Ms. Waldron:

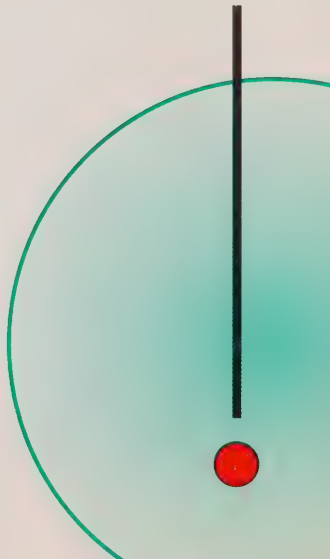
Recently I read an article in which Mr. Charles Baillie, President and CEO of the TD, said that with the *"support of talented team players who are knowledgeable about TD products and service and dedicated to customer satisfaction, the TD can continue to be the best financial institution in the country."*

I believe that my skills and experience permit me to make a contribution to the TD team. Julie Lewis of the Mall Branch recommended that I contact you about an opening as a Teller at the TD Branch in Petawawa.

I have spent most of my working life in an environment where debits, credits, accuracy and balances have been the key to the success of my employer. I have hands-on experience with all conventional accounting procedures. In addition to my formal training, I have very strong interpersonal and communication skills and a solid commitment to customer service. I have always felt that if a customer left satisfied, I was doing my job. I can be counted on to participate enthusiastically on a work team.

I enclose my resumé, which highlights my skills and experience. I would appreciate the opportunity to meet with you to discuss how I could contribute to the TD. I can be reached at 613-555-1234.

Sincerely,





# Tips for Submitting Electronic Resumés

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Some companies are using special scanning equipment to digitize resumés, which involves converting the resumés into electronic files that can be stored in the memory of a computer. In addition, the scanning process may search for key words relevant to the position. If you know your resumé is going to be scanned, it's best to follow these guidelines:

- identify key words contained in the job listing and include them in your resumé;
- keep the resumé simple—avoid stylistic elements like underlining, italics, and graphics.

Consider including a separate list of key words at the end of your resumé on the chance that your resumé will be scanned.

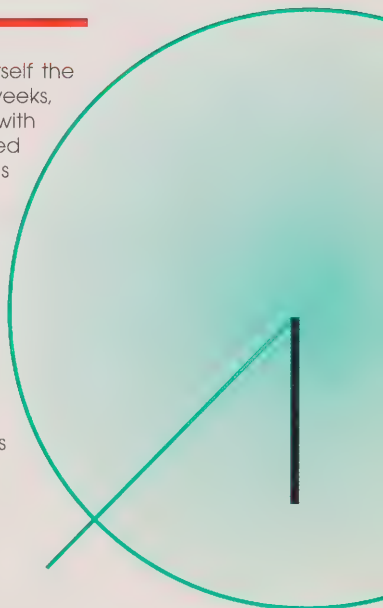
## Take Your Time

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It's hard work to produce a resumé. Allow yourself the time to do it properly. It might take days, even weeks, but it's time well spent. Accept that and get on with it. Be prepared to produce a different, targeted resumé EVERY time you apply for a job. There is NO CHANCE that you can produce one resumé that will work for all situations. Nevertheless, if you put in the work, and do your homework, the shaping of your resumé for subsequent applications won't be nearly as difficult.

There is NEVER any excuse for having a less than perfect resumé. NEVER. Once you do the groundwork, there is nothing wrong with getting someone to help you format it professionally, if you need help, get it. But the groundwork starts with you.

Good luck.





This is the one page  
resumé of a 56 year  
old woman who is  
ready to re-enter  
the work force after  
taking time off to  
raise a family. She  
has no formal  
education. As a  
military wife, she  
moved around a lot.

## Constance Anne Charlton

23-A VICTORIA STREET, SUMMERSIDE, PEI C1A 2G1  
(902) 555-1234

### Objective

To obtain a position in the retail or food service sector which permits me to use my experience, interpersonal and sales skills, and my proven ability to provide excellent customer service.

### Skills & Experience

I am a positive, solutions oriented team player with many years of successful retail experience. I am committed to acquiring strong product knowledge and to providing impeccable customer service. It is my experience that these factors consistently result in higher sales and satisfied repeat customers

- Experience with merchandising and window design
- Experience with inventory control and management
- Dependable and accurate—opening, operating and closing cash
- Flexible and adaptable as schedules and priorities change
- Able to follow routines, set up and manage schedules
- Self-motivated and can work effectively without supervision
- Able to organize, execute and complete many details of a task or project
- Proven ability to serve customers in retail, food service sectors

### Work History

Sales Associate, T. Eaton Co., Barrington Centre, Charlottetown, PEI 1988-1994  
Sales Associate, The Hudson Bay Company, Armstrong, ON 1966-1967  
Military Mess Attendant, DND Military Food Services, Armstrong, ON 1965-1966  
Cashier, Meat and Deli Department, IGA, Sydney, NS 1958-1964

### Training & Certificates

St. John Ambulance Standard First Aid and CPR, Summerside, PEI 1996  
Team Building Workshop, Summerside, PEI 1995  
Professional Salesmanship Certification, T. Eaton Company, 1989

references available on request

### Resumé

Jasper R. Running Bear  
Box 34,  
Saskatoon, SK S7S 3C2  
(306) 555-1234

### Objective

To obtain a position with a  
youth issues, an environment  
use my skills and experience  
involving young people in

### Education

BA, Native Studies, University of Saskatchewan  
Areas of emphasis include Native Studies, Pol.  
variety of word processing, spread sheet, and  
activities (include Pow Wow singing, boxing,  
Joe Duquette High School, Saskatchewan, 1992

### Background

- strong belief in aboriginal
- awareness of issues in
- respect for the beliefs
- work equally well individ
- strong leadership skills
- experienced public speaker

### Work Experience

1994-present Employed at Thunderhead Inc., a consulting firm specializing in  
aboriginal education and youth issues. Researched and wrote articles for the  
National Community Action Kit, assisted with the production of a variety of  
video and print products and did many and various office duties.  
Summer 1994 Employed at Mayo Macitwin (Good Beginnings) Saskatoon as peer helper and  
outreach worker for urban Native Youth.  
Summer 1993 Group Leader in Let's Play, Canadian Leisure Services.  
Summer 1991 McDonalds Restaurant, Fort MacMurray, AB.

### Special Activities

- Co-organized the Aboriginal Component for the 1994 Native Students  
Conference, Regina. Facilitated two workshops on Native  
Cultural Awareness.
- Participated in a research project on Native Drug and Alcohol  
Treatment Centres and travelled with the research team to  
Centres in Alberta, Saskatchewan and Oregon.
- Selected as participant for the 10/10 Ticket National Stay-in  
School Conference, Edmonton, 1993.
- Selected as one of 6 people featured in The Ticket, a YTV video  
broadcast nationally in 1993 and 1994.
- Certificate for Aboriginal youth leadership.
- Certificate in WHMIS Workplace Safety, 1993.

### Volunteer Work

Volunteer youth worker at Mayo Macitwin (Good Beginnings), Saskatoon, 1990-1994  
references available on request

This is the one page  
resumé of a 24 year  
old young man who  
has a degree in  
Native Studies.  
His objective  
is grounded in his  
aboriginal culture,  
background,  
and experience.





This is a two page  
resumé of a 27 year old  
young man who has  
held a variety of  
different jobs since he  
dropped out of high  
school. He has targeted  
a career objective and  
completed his Grade  
12 through GED.

## Scott Stubinsky

P.O. Box 1207, Arnprior, Ontario K7S 3H4  
(613) 555-1234

### Employment History:

**Aircraft Parts Warehouse Storeman,** Transp  
Responsible for locating stock, ensuring  
and materials, adhering to all environment  
records, serving customers in a cheerful

**Landscaping, Yard and Home Maintenance,**  
Responsible for a wide range of landsc  
building retaining walls, sheds, walkway

**Eavestrough Installer,** Absolute Exterior F  
Managed and administered a small cre  
and installed seamless eavestrough and

**General Labourer,** Schmidt Roofing, Almo  
Maintained flow of materials to crew, man

**Carpenter's Helper,** Frank Contrini, Contractor, Arnprior, ON, 1994  
Assisted contractor in pouring footings, framing, insulation, window and door  
installation, roofing, siding, drywall, painting, trim, and finishing

**Machine Operator,** BASF, Arnprior, ON 1993-1994  
Responsible for operation, adjustment and minor repairs to 25 Zetex machines,  
maintained mezzanine which supplied 115 machines. Made paper changes as required

**Drywall,** WestCar Drywall, Stittsville, ON 1990  
Responsible for sanding all drywall in 36 unit housing complex. Maintained safe work site

**Janitor,** Knight Maintenance, Arnprior, ON 1989 (part time)

**Shipper/Receiver,** KAO Infosystems, Arnprior, ON 1987-1988

### Education & Training:

- **St. John Ambulance Standard First Aid and CPR,** 1997
- **WHMIS** Arnprior, ON 1997
- **Grade 12,** Arnprior, ON 1997
- **Ignite! A Strategy for Success,** Arnprior, ON 1997

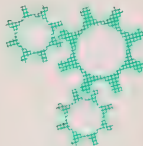
### Hobbies & Interests:

- **Drawing, fishing, demolition derby driver, water skiing,  
kneeboarding.**

References available on request

## Scott Stubinsky

P.O. Box 1207, Arnprior, Ontario K7S 3H4  
(613) 555-1234



### Objective:

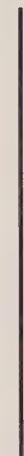
I am eager to obtain a position as an aircraft parts storeman where I can utilize  
my proven skills as a safety conscious team player and a problem-solver

### Skills and Experience:

I am a cheerful, positive person who takes pride in a strong work ethic. I am  
committed to adhering to all warehouse procedures while providing quality customer  
service. I offer

- **Experience working enthusiastically, safely, and efficiently** in an aircraft  
warehouse while maintaining an **accident free record**;
- **Knowledge of parts, components and materials** required for the **maintenance  
and airworthiness** of fixed wing and rotary aircraft,
- **A sharp eye for detail** and an ability to **consistently provide quality and  
reliability** in all reception, cataloguing, insurance, and inventory control  
procedures,
- Experience with **T.C.M.M.S. computer system for stock control** as well as  
experience maintaining **manual control systems**;
- Consistent ability to **work under pressure, maintain standards, meet  
deadlines, and ensure accuracy of records**,
- Ability to **complete assignments willingly** and without supervision;
- Experience **performing scheduled inspections and maintenance** on property,  
buildings, equipment, bins, shelving and storage areas, and making reports of  
observations,
- **Shipping/receiving and general warehousing** experience including following  
order lists, gathering materials, counting and wrapping skids, preparing shipments;
- Experience with the **safe and efficient operation** of forklifts, bobcats, tractors  
and a wide variety of industrial machinery and equipment, as well as all carpentry,  
gardening, plumbing, and electrical tools,
- **Flexibility**—able to respond to emergencies and **adapt to shifting priorities**,
- **Cheerful and positive contribution as part of a team** whether working with  
different departments or with a small crew of storemen,
- Ability to **prioritize and execute many details** of a project or task, make  
**effective decisions and accurate estimates** of time and materials,
- **Scheduling and shift management** experience





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Human Resources Development Canada

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